

## **ABSTRACT**

The present invention provides a guiding device that can induce a user to move according to a guiding route.

The guiding device according to the present invention is a guiding device which guides a user, including an acquisition unit (101) which acquires a guiding route for the user, a recognition unit (102) which recognizes an object which exists in the user's vicinity, a management unit (104) which manages an object and an adjustment method for adjusting an influence that the object has on the movement of the user, by associating the object and the adjustment method in advance, a judgment unit (103) which judges whether or not the object recognized by the recognition unit (102) exists within the guiding route acquired by the acquisition unit (101), and an adjustment unit (110) which executes a specified adjustment process based on the judgment made by the judgment unit (102), and on the adjustment method managed in association with the object recognized by the recognition unit (102).